

U.S. NewsWatch

Marketing news from regional centers across the country

Ace Hardware paints new ad campaign

OAK BROOK, ILL.—Ace Hardware Corp. is airing its first product-specific tv and radio spots to promote its line of paints in Atlanta, Chicago, Milwaukee and New Orleans via Pierson & Co., Chicago.

LOS ANGELES—U.S. Senate candidate Ed Zschau (R., Cal.) has hired R&R Advertising, Las Vegas, to produce tv spots. R&R president Sid Rogich worked on President Ronald Reagan's reelection campaign. Riverbank, Mount Airy, Md., continues as consultant.

DALLAS—Southwest Airlines on Sept. 3 will extend its "Fun Fares" systemwide after limited use of the \$19-to-\$79, 14-day ad-
(Continued on Page 43)

ADWATCH

Ford's advertising slips in consumer recall poll

But it stays No. 1 among car makers

By JULIE FRANZ

Ford Motor Co.'s advertising may say it makes the best-built American cars, but that is making less of an impression on consumers.

In June, Ford started a new print attack in its continuing battle over "quality" claims with Chrysler Corp.

The two auto marketers' ads are quarreling over which has the least number of reported defects.

But ADWATCH's July ad-watch survey found that fewer consumers named Ford first from among all the auto and truck advertising seen, heard or read in the past 30 days.

Ford's share of first mentions among auto makers fell 3.8 percentage points to 18.4%, still the highest figure among auto advertisers but Ford's poorest score since last August.

Chrysler's share of ad awareness remained steady at 3.7%, keeping it in fifth place among car and truck ads.

Ford's advertising could be losing out to the Japanese. Both Toyota and Nissan gained in their share of first mentions but not enough to be considered statistically significant.

Toyota's ad awareness score rose to 9.1%, putting the brand's advertising in third place, while Nissan's score rose slightly to 5.1% for fourth place.

Rounding out the car and truck category is General Motors Corp.'s Chevrolet, No. 2 with 13.2% of first mentions.

AdWatch is a joint project of ADVERTISING AGE and SRI Research Center, Lincoln, Neb.

Ad awareness is measured by asking a nationally projected sample of consumers to name the ad-

vertising that first comes to mind—over-all and in a variety of product categories—from among all advertising seen, heard or read in the previous 30 days.

During July, 1,000 consumers were polled by telephone.

Under adWatch methodology, an increase or decrease of 2.8 percentage points is considered to be statistically significant and attributable to more than sample variation.

July's 10 best-recalled ads (with-out respondents being asked for a specific product category) were, in descending order: Pepsi-Cola, Coca-Cola, McDonald's, Budweiser/Bud Light (Anheuser-Busch), Burger King, Marlboro (Philip Morris Cos.), Miller/Miller Lite, Jell-O, Ford and Coors.

More than 56% of those queried said "don't know" or "none" when asked to name any advertising they'd seen, heard or read from the previous month, up slightly from 54% in June.

Among other significant changes in advertising awareness during July:

• General Foods Corp.'s Jell-O brand remained among the top 10 brands in unaided advertising awareness almost three months after an anonymous prankster warned he had tampered with the product. No actual tampering was discovered.

The brand, with star presenter Bill Cosby and a pint-size backup group singing the praises of its products, scored 0.8% of first men-
(Continued on Page 59)

Ford ads boast 'best-built'

New strategy stresses quality, design

By PATRICIA STRNAD

TORONTO—Ford division is borrowing Ford Motor Co.'s corporate "best-built American cars and trucks" ad claim for its own 1987 advertising.

The corporate theme has been modified for the Ford division to

"best-built American cars, six years running," part of a new marketing strategy to emphasize the quality, value and design of Ford products. Ads also will include the long-running slogan, "Have you driven a Ford lately?"

Ford's use of the "best-built" claim has drawn fire from Chrysler Corp. chairman Lee Iacocca, who earlier this year challenged Ford's corporate quality superiority positioning and claimed a Chrysler survey of 1986 domestic vehicles put Chrysler ahead of General Motors Corp. and Ford (AA, May 19). He threatened to ask the Federal Trade Commission or tv network review committees to force Ford commercials off the air.

A Chrysler spokesman last week declined comment on the new Ford advertising, but said, "We believe our data. We think our data are correct."

Ford division said it isn't wor-

ried about the dispute. "Chrysler's study was based on one year, for 1986 models," Robert Rewey, vp-general manager of Ford division, said in an interview at the company's annual dealer show here. "Our study takes '81s that have been in service for five years and so forth all the way up. It wasn't just on how good a vehicle is coming out of the factory, but on how it holds up."

Mr. Rewey said Ford started to assess its quality status in 1980 by measuring the number of "things gone wrong" and, by 1986, Ford quality had improved by 64%.

Ford's 1987 advertising, via J. Walter Thompson USA, Detroit, will emphasize individual products and design features to "let the products speak for themselves."

A full-line spot on Ford design uses close camera angles of aerodynamic curves and features. An ad for the Thunderbird Turbo Coupe, which gets a redesigned front end and will be sold as a separate model in the Thunderbird line, calls it a "whole new category of automobiles." Another spot focuses solely on that car's inter-cooled turbocharger "to establish its credentials," said Ross Roberts, Ford division marketing manager. The F-series pickup truck, which has a heavily redesigned front end, is touted as the "new shape of tough."

Ford also showed dealers the Festiva, a minicar designed by Mazda and built by Korean auto maker Kia. It will be introduced in the spring of 1987 as a 1988 model. Festiva probably will beat to market GM's Pontiac LeMans, a 1988 subcompact built by Korean auto maker Daewoo that will be introduced in late summer or early fall of 1987.

The division is continuing a strategy of simplifying its product offerings and more clearly targeting the market for each vehicle. For example, Ford equipped Thunderbirds in 160 versions in 1985. For 1987, it will offer only 16 variations by prepackaging frequently ordered options, Mr. Rewey said.

Ford and Lincoln-Mercury divisions also are moving farther apart in the marketplace, as each goes after more distinct market segments. L-M will continue to pursue luxury car buyers, while Ford places greater emphasis on trucks. Mr. Rewey, who last year predicted that 1986 would be the first year in which trucks would outsell cars at Ford, said "it's a real horse race." Ford hopes to capture a 20% share of the U.S. car market and 30% for trucks. It now has about 18% and 29%, respectively.

PROFESSIONAL SPEECH IMPROVEMENT

Foreign & Regional Accents
Eliminated
Short Term Programs

Sam Chwat, MS, CCC SP
New York Communication Center
(212) 242-8435

NY State Licensed Speech Pathologists

16th Annual

**U.S.
Television & Radio
COMMERCIALS
FESTIVAL**

**WORLDWIDE
ENTRIES INVITED**

World's Leading Festival
Devoted Exclusively to Selection
& Recognition of Outstanding
TV & Radio Commercials

**CALL FOR ENTRY FORMS
ENTRY DEADLINE
OCTOBER 1st**

**THE
MOBIUS
AWARDS™**

**U.S. TELEVISION &
RADIO COMMERCIALS FESTIVAL**

841 North Addison Avenue • Elmhurst, Illinois 60120 U.S.A.
(312) 834-7773 • Cable: FILMFEST, Elmhurst, Illinois

Better Homes[®] and Gardens

1987 MALL HOME SHOW



- Shopping Malls
- Hourly Product Demonstrations
- 4,000,000 Live Audience
- Product Sampling & Couponing

Contact Shopping Center Network
for this and other targeted mall events.

SHOPPING CENTER NETWORK

1410 N. Kenton Drive • Suite 303 • Miami, FL 33137 • (305) 595-0201
Miami • New York • Los Angeles • Chicago

NAMES IN THE NEWS

Metter takes tough path to summit

By STEWART ALTER

NEW YORK—Bert Metter's climb to the top of the agency world as new chairman-ceo of J. Walter Thompson USA has taken far from the usual or glamorous route.

A man who describes his career at JWT as one of "taking jobs nobody wanted to mess with because

Accepted JWT jobs 'nobody wanted'

they were tough or seemed unrewarding," Mr. Metter defies the definitions of how agency careers are supposed to progress, as well as what people at his career stage are supposed to be like.

"He's very smart and very strategic," said James Patterson, JWT/New York's exec vp-executive creative director, stating a frequently heard assessment of Mr. Metter, who moves up from the post of vice-chairman. "And he continues to be hungry. He's 59 but a very young 59."

Mr. Metter turned 59 on Aug. 14, the day he was named to succeed Burton Manning, who left to join Jordan, Manning, Case, Taylor & McGrath (AA, Aug. 18).

He started out at JWT 26 years ago as a direct-response specialist when that branch of advertising had none of its current mystique.

The Brooklyn-born Mr. Metter, whose father was in the handbag manufacturing business, graduated from Brooklyn College with plans to become a reporter. But the M.A. in English literature he subse-

quently received from Columbia University made him overqualified for a job as a copyboy, he said.

Mr. Metter did eventually break into the newspaper business, rising to copy chief at the now shuttered *New York Mirror*, but shifted to marketing, in the direct-response field, as copy chief in the circulation department at *Newsweek*.

JWT hired Mr. Metter in 1960 to help try to win Ford Motor Co.'s direct-mail business. With that effort's success, Mr. Metter moved into general advertising via a pro-



BERT METTER

cess that involved working progressively in various Ford groups. He made his name on the Ford account, the agency's largest worldwide, and took on the job of creative director on the account in 1978.

A decade ago, under Lee Iacocca, Ford was "a wild scene," Mr. Metter said. "When they said they wanted to see new advertising, they meant the next morning, although it was late at night. People were reluctant to work on that business."

In 1982, after the Ford creative work was moved to Detroit and Mr. Metter opted not to make that move, he was named executive creative director of JWT/New York.

For various reasons—chief among them, sources say, that Mr. Metter was not the executional whiz that the agency needed at that time—he was only in that role for two years. But his reputation as an excellent strategist was untarnished. And it was at new business that he continued to excel, helping land a string of new accounts, including Miller Brewing Co.'s Miller High Life and Lowenbrau beers, Emery Air Freight, Sears, Roebuck & Co.'s Discover card and IBM Corp.

His secret, he said, was "knowing how to slide the cassette into a videocassette player and pressing the start button"—in other words, letting the quality of the work speak for itself.

As for the challenge that Mr. Metter faces in running the agency, his predecessor, Mr. Manning, believes it is maintaining "the creative momentum that has been established and to make sure that the profound cultural changes [that led to the creative changes] are truly institutionalized." #

CORRECTIONS & CLARIFICATIONS

• *Personal Computing*, Hasbrouck Heights, N.J., is the magazine that has scheduled a special October issue on computing in America. Its name was omitted from an item in the Newsstand column (AA, Aug. 11, P. 43).

• John Scher Presents was omitted from the promoters or sponsors list in "The Hot Seats" chart (AA, Aug. 18, P. 34). Scher co-sponsored events Nos. 1, 4 and 9. #

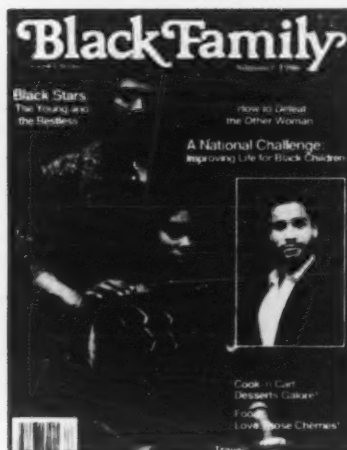
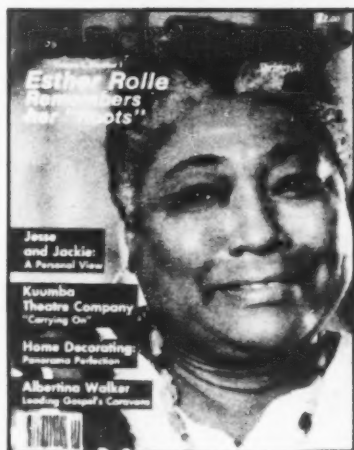
VW releases Fox in '87

TROY, MICH.—Volkswagen U.S. will call its new Brazilian-built subcompact (AA, Feb. 24) the Fox. It will roll out early next year.

VW said the car, which will be available in three models, will compete with entry-level vehicles priced under \$6,000.

Doyle Dane Bernbach handles. #

Black Family



We Were Wrong

We would like to take this opportunity to apologize for the untruths that have been told by Black Family Account Executives. Advertisers have come to find that our Account Executives have not been telling them the truth at all. In fact the numbers across the board have EXCEEDED everyone's expectations by over 110%. Black Family Magazine has

been selling more than 50 percent on the newstands, since the purchase and revitalization by Kent Enterprises Inc. at the beginning of the year. Advertisers are finding success stories for every dollar they have spent with Black Family Magazine. With more than 26 MILLION blacks in America this market is definitely not one to be overlooked by Advertisers.

BLACK FAMILY PUBLICATIONS, INC.

11800 Sunrise Valley Drive Suite 320 Reston Virginia 22091

(703) 860-3411

Success still difficult to 'Discover'

By STUART J. ELLIOTT

NEW YORK—After being interviewed at the Time & Life Bldg. about *Discover's* dilemmas, Gilbert Rogin, managing editor of the troubled science monthly, walks a reporter to the elevators. There they meet James Hayes, *Discover's* publisher, whom the reporter interviewed earlier.

"I told him we'd never make it," Mr. Rogin jokes.

"Until when?" Mr. Hayes replies.

That exchange typifies the philosophies of the two top executives: "Jim's an optimist," said Mr. Rogin, "and I'm a skeptic."

Nevertheless, both are making their best efforts to answer to Mr. Hayes' question.

"We're willing to try anything," Mr. Rogin said. "We work as closely as any publisher and editor in this building, because it's a desperate battle—it's really daunting."

With *Discover's* September issue, out today, Time Inc. starts its latest efforts to boldly go where no publisher of a consumer science magazine has gone before—into the black.

It's estimated *Discover* has lost close to \$50 million since its Octo-

Next 3 years may decide its fate

ber, 1980, introduction.

This is the first issue to be sent to the 525,000 subscribers of *Science 86* since that rival was folded by the Washington-based American Assn. for the Advancement of Science and its list sold to Time Inc. (AA, June 30, et seq.).

Subtracting duplicate subscribers and the 30,000 *Science 86* readers who asked for a cash refund—fewer than the 50,000 Mr. Hayes budgeted—*Discover* has about 425,000 in new circulation, of which Mr. Hayes hopes eventually to keep about 300,000.

Science 86 readers are being delivered to *Discover* advertisers with no change in the rate base of 850,000 until next July.

Until January, when Mr. Hayes plans a "single-digit" increase, ad rates are unchanged at \$11,840 for a b&w page and \$17,175 for a color page.

Not included in the circulation picked up from *Science 86* is the list Time Inc. is buying from *Science Digest*, the Hearst Magazines monthly that, with *Discover* and *Science 86*, comprised the now-de-

funct category.

Unlike the demographically desirable subscribers of *Science 86*, who were offered either *Discover* or cash refunds, *Science Digest's* 417,786 subscribers are being offered *Time* or *Discover* or cash. The only ones Mr. Hayes would "like very much to get the bulk of" are *SD's* 160,000-odd long-term renewers.

These moves, said Mr. Hayes,

profile has greatly improved [and] we're a lot stronger case for a lot of ad categories: Automotive, consumer electronics, corporate advertising, liquor, travel," Mr. Hayes said.

Taking on the "somewhat higher-quality audience" of *Science 86*, amid some bitterness over its folding, is "our big gamble," Mr. Rogin said, to "convince advertisers this is a good magazine and

million over five years and a bonus of up to \$1 million for expired *Science 86* subscriptions renewed for *Discover*—will be paid for by suspending *Discover's* own twice-yearly mail drops and agency sales, Mr. Hayes said, "so we've improved our [profit and loss] for the next two years."

His perspective on *Discover* is a bit longer than that.

"The ultimate answer [on the new moves] will be three years from now, when we see how healthy *Discover* is," Mr. Hayes said, for by 1989 is when its execu-

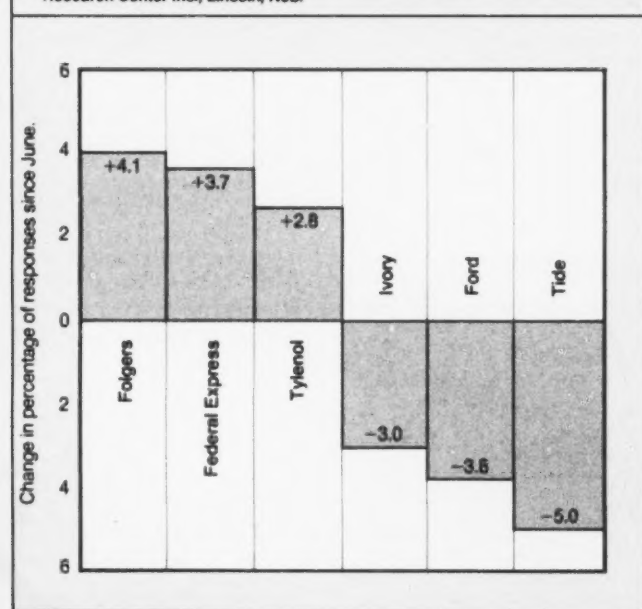


Publisher James Hayes (l.) and managing editor Gilbert Rogin have high hopes for *Discover* now that,

effective with the September issue, it has acquired the subscribers of *Science 86*.

July winners and losers

Questions: Of all the advertising for (product category) you have seen, heard or read in the past 30 days, which ad first comes to mind? Note: A change of plus or minus 2.6 percentage points is statistically significant. Source: SRI Research Center Inc., Lincoln, Neb.



adWatch

(Continued from Page 4)

tions, up slightly over the month earlier.

● Tylenol pain reliever gained 2.8 percentage points to 28.2% of top-of-mind advertising awareness in the medicine and drug category. The Johnson & Johnson brand's ad awareness had been falling steadily since April when it garnered 37% of first mentions following an actual tampering incident that caused the death of a New York woman.

Whitehall Laboratories' Advil came in second place with 6.2% of first mentions and Glenbrook Labs' Bayer ranked third with 5.7%.

● Despite Procter & Gamble's proliferation of brand extensions under its Tide and Ivory names,

both lost ground in their advertising awareness categories. Tide's share of first mentions fell 5 points to 23.2%, but the brand is still the clear leader among laundry detergents.

P&G's Cheer is No. 2, with 3.3% of first mentions and Lever Bros.' All is No. 3 with 3.2% of first mentions.

● In the personal soap and shampoo category, P&G's Ivory lost 3 points of advertising awareness for a score of 9.1% of first mentions.

P&G's Prell came in second with 5.9% of first mentions while Armour-Dial's Dial, Lever's Dove and P&G's Head & Shoulders all tied for third with 4.5%.

For additional information or data, contact Gary Gabelhouse, SRI Research Center, 301 S. 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

and the "pretty damn good" editorial and advertising results from last year's much-ballyhooed "September commitment" (AA, June 10, '85, et seq.), mean that "now we really have a clear shot at the kind of success this magazine deserves. . . We've cleared away a lot of the reasons for skepticism and questions."

The addition of *Science 86's* readers means "our demographic

these are the people you should reach."

Getting these readers to stick with *Discover* will "really be crucial," he added.

Messrs. Hayes and Rogin agree a "high-quality" 1 million circulation would be just fine for *Discover*, versus its 877,806 for the six months ending June 30.

The cost of acquiring *Science 86's* list—\$3.75 million upfront, \$2.25

tives will "really have an understanding where we're going."

And if the new moves don't help?

"I think down the road we'd very definitely reassess everything if we didn't make any progress," Mr. Hayes said. "We'd have to make some hard decision on it."

"This is our shot," Mr. Rogin said. "We'll never have a better opportunity than we do now." ■

Critics turn guns on tv ads

Siskel, Ebert mix pans, praise at Workshop

NEW YORK—Film critics Roger Ebert and Gene Siskel, best known for their biting tv jabs at movies and at one another, drew almost continuous laughter when they turned their guns on tv ads at the ADVERTISING AGE Creative Workshop's closing luncheon Aug. 20.

Reviewing randomly selected tv commercials, each of the stars of syndicated tv's "At the Movies" gave four stars, the highest rating, to a different spot. Mr. Siskel's favorite was a Cheerios commercial he labeled "terrific" that stresses the cereal's unsinkability. Mr. Ebert's was the Frusen Gladje commercial that features a young woman admitting she ate an entire carton of the superpremium ice cream—and would do so again.

"I love that smirk," Mr. Ebert said of the woman's look, adding that the spot deserved four stars because it attempts to sell the ice cream with truth.

Mr. Ebert almost agreed with his partner about the perfection of the Cheerios spot, which he gave 3½ stars; this made it the highest-rated commercial reviewed. Mr. Siskel, however, did not share Mr. Ebert's enthusiasm for Frusen Gladje's guilty young woman, saying, "The more I watched the spot, the more I hated her."

The spot rated lowest overall was for Caress soap. Mr. Siskel, calling it silly, gave it one star, while Mr. Ebert, saying the commercial tries to sell the product as a

"sex substitute," gave it 1½ stars.

Another spot that received a negative review was for Ford trucks. Both men gave it only 1½ stars, as Mr. Siskel said there were too many qualifying words at the bottom of the screen and Mr. Ebert said the two men in the spot talk in ad statistics.

The latest in the series of tough-guy spots for Miller Lite, which features a drill sergeant drinking a Lite, drew 2½ stars from Mr. Siskel; he said he found it difficult to imagine his drill sergeant drinking a light beer. Mr. Ebert was more generous, giving it three stars.

Neither particularly liked a Maybelline commercial for Fresh Lash mascara. Mr. Ebert gave it two stars, saying, "What it didn't sell me on was the humanity of the company." Mr. Siskel gave it 2½ stars, saying, "It's too frantic trying to sell a very simple message: It'll stay on even in water."

Neither gave high praise to a Diet Coke commercial with jazz

music and colorful graphics. Mr. Ebert called the spot fun, but said it gets lost at the end, when it makes a plug for caffeine-free Diet Coke. In the give-and-take between the two, Mr. Ebert did not get around to voicing a star rating for the commercial. Mr. Siskel said, "It's just another Coke spot" that will sell more cola than Coke, and gave



Gene Siskel (l.) and Roger Ebert.

it 2½ stars.

Full illustrated coverage of the presentation of Messrs. Siskel and Ebert, who will move to a new Buena-Vista-produced tv movie show this fall, will appear in a future issue of ADVERTISING AGE. ■

Advertising Age

Crain's International Newspaper of Marketing. In Two Sections, Section 1.

MERCURY SABLE
THE SHAPE THAT LETS YOU
FALL IN LOVE WITH CARS
ALL OVER AGAIN.



1-800-522-9292

MERCURY THE SHAPE YOU WANT TO BE IN

L-M sets new mood for '87

Lincoln-Mercury went to Cape Cod for this moody color magazine ad, one of a series for Mercury Sable that is part of the L-M 1987 ad program previewed last week. Radio plays a bigger role in L-M's media plan, and the music motif for tv and radio switches to Rod Stewart tunes of the 1970s. (See story on Page 3.)

Last Minute News

Della Femina price tag is \$20M-plus

NEW YORK—Della Femina, Travisano & Partners, which was sold to WCRS Group, London (AA, Aug. 18), is going for a previously undisclosed price of \$20 million plus further payments based on a five-year earnout. DFT&P will be merged with HBM/Creamer's office here, forming a \$300 million New York-Los Angeles-Atlanta agency headed by Jerry Della Femina as chairman-ceo and retaining the DFT&P name. Edward Eskandarian will be chairman-ceo of the \$300 million HBM/Creamer, with offices in Boston, Chicago, Hartford, Pittsburgh and Providence, R.I. A new company called WCRS/North America will be formed with Tim Breene, WCRS deputy chief executive officer, as ceo and former HBM/Creamer top executives Donald Creamer as chairman and Harold Strauss as corporate financial officer.

Recruitment advertising feels Domino's effect

ANN ARBOR, MICH.—Domino's Pizza plans to run the first-ever recruitment tv spot for a fast-food restaurant. The commercial, created by Group 243, pitches the fast-growing chain as a great place to work. It will run on a market-by-market basis; Domino's also is considering national airing. (Continued on Page 8)

McD's NFL tie aims at 7-11s

By SCOTT HUME

McDonald's Corp. next week throws for the end zone with a major national promotion tied, for the first time, to the National Football League.

The "Win with the NFL" game promotion, for which network tv advertising support begins Sept. 12, has been pitched to the chain's franchisees as the cornerstone in McDonald's efforts to offset slumping industry sales, widen its sales advantage over fast-food competitors and block an increasingly

strong rush from convenience-store chains such as 7-Eleven.

The national promotion is only one element in a multiyear agreement between McDonald's and the NFL, according to sources. For example, local co-ops will be able to give away NFL merchandise after the scratch-card game has ended, and McDonald's will be buying time during local and national NFL telecasts. The chain also will work with NFL Charities, while the league and the Players Assn. have agreed to work with the Ronald McDonald House program (as

Major League Baseball players do now).

Expanding to a national scale a promotion run in Chicago during last season's playoffs, the four-week "Win with the NFL" game involves trading cards featuring photos of home-team stars (or All-Pro stars in non-NFL markets). Scratching off a panel on each card reveals one of the 14 games being played in the upcoming week and a designated winning team. If that team does win the game, customers get a buy-one-get-one-free offer (Continued on Page 44)

International billings to Y&R or McCann

C-P trims agency list

By PAT SLOAN

NEW YORK—Chesebrough-Pond's is preparing to consolidate \$50 million in international billings at either Young & Rubicam or McCann-Erickson Worldwide.

The key brands in the review are in the skincare category and include Vaseline Intensive Care and Pond's creams, which account for most of C-P's overseas business and the lion's share of its billings.

The review doesn't involve U.S. assignments for the Vaseline and Pond's brands currently at William Esty Co. and Waring & LaRosa.

Tony Butterworth, president of C-P's international business, and Richard Painchaud, vp-business development, were unavailable for comment last week. But executives at Chesebrough confirmed that the review

had been narrowed down to Y&R and McCann. A final decision is expected to be announced within "a month or two," said one source.

Not all categories will necessarily be affected by the review, executives said.

Household products, concentrated in Italy and handled by McCann, will probably not be shifted regardless of the outcome.

Currently, C-P employs a number of agencies overseas, including Y&R; McCann; Ogilvy & Mather Worldwide, and J. Walter Thompson Co.

By consolidating a majority of its overseas billings at one agency and trimming its roster, an executive said C-P should be able to get the "synergy we feel we're not getting and think we should be getting. It's clear to (Continued on Page 40)

Omnicom deal sealed, shops turn to business

By STEWART ALTER

NEW YORK—The battle among the biggest advertising agencies for client business worldwide has escalated as Omnicom Group officially joins their ranks as a major superpower.

Omnicom, dubbed the "Big Bang" when three major agencies proposed its formation last spring (AA, April 28, et seq.), was born as a \$5 billion agency when shareholders of BBDO International and Doyle Dane Bernbach Group approved the transaction at separate meetings in New York Aug. 28. Shareholders of the third partner,

privately held Needham Harper Worldwide, gave their approval Aug. 12.

At BBDO, 77.4% of shares voted "yes," while at DDB, the ayes totaled 79.05%.

The formation of Omnicom and the acquisitions this year that have made the U.K.'s Saatchi & Saatchi Co. the No. 1 agency group are creating a new and unpredictable era in the agency business.

In an interview, Allen Rosen-shine, BBDO's president-ceo who now becomes president-ceo of Omnicom, said rapid consolidation and multinational growth among cli- (Continued on Page 42)

Advertising Age

100
LEADING
NATIONAL
ADVERTISERS
1986 EDITION

Coming this week

The 31st annual report on the 100 Leading National Advertisers, a special extra issue of ADVERTISING AGE, will be out Sept. 4, with complete marketing data on the top spenders.

P&G kills Encarnin

WASHINGTON
520 EAST-WEST WAY #800
SRI ACQUISITIONS
CONGRESSIONAL INFO SERVICE
AA 863599 99 ZCA
*****55-DIGIT 20014

Highlights

Big Mac goes long with football promo

McDonald's Corp. next week throws for the end zone with a major national promotion tied to the National Football League. The promotion has been pitched to franchisees as the cornerstone in efforts to offset slumping sales, widen sales over fast-food competitors and block a strong rush from convenience-store chains.

C-P eyes account consolidation

Chesebrough-Pond's is preparing to consolidate \$50 million in international billings at either Young & Rubicam or McCann-Erickson Worldwide. Key brands in the review are in skincare.

P&G swallows Encaprin loss

Procter & Gamble is getting rid of a marketing headache by discontinuing sales of Encaprin encapsulated aspirin, telling the trade lackluster sales held little promise of profitability.

Wright's time in the right place

Robert Wright says his job as NBC's new president is simply to "take the best and make it better." The network's prime time picture is glowing, news programs are enjoying greater success and late-night continues to be one of the strongest dayparts in tv.

Global Olympics effort hits snag

The first attempt to sell global sponsorships of the 1988 Olympic Games is running into trouble. American Express, Mars and other international advertisers, as well as national Olympic organizing committees, are resisting the effort, which International Sports, Culture & Leisure Marketing initiated at the behest of leading global advertisers.

Air Force makes a change

D'Arcy Masius Benton & Bowles' loss of the \$11.5 million Air Force advertising account in a three-way dogfight last week, after 27 years, has industry leaders convinced that the defenses of longtime service agencies have finally been breached.

Eveready split helps DDB Needham

Ralston Purina's decision last week to split up its Eveready account recognizes marketplace differences between alkaline and nonalkaline batteries, sources close to St. Louis-based Ralston said. The Ralston account shakeup sent the largest piece of the Eveready business, the \$25 million Eveready Energizer alkaline battery line, to DDB Needham, Chicago.

'Post' goes where others fear to tread

The Washington Post on Sept. 7 unveils a slick, sold-out Sunday magazine, and it hopes to have learned from the mistakes of two West Coast counterparts that last October launched the first 8 1/2-by-10 1/2-in. glossy Sunday magazines. The new supplements of the Los Angeles Times and San Francisco Sunday Examiner & Chronicle have watched their ad ratios slip to well under 50% this summer, and local advertisers are lukewarm.

INTERNATIONAL

Saatchi launches new BA campaign

A new, global tv campaign for British Airways via Saatchi & Saatchi will be launched in Canada and Western Europe this month with a U.S. effort scheduled to begin next year. BA will spend about \$15 million on the "Supercare" campaign this year.

NEW PRODUCTS

Lines extend their reach

The trend of capitalizing on well known brand names with line extensions continued in August, with several popular brands taking new products under their wings, according to ADVERTISING AGE's compilation of new-product reports for the month.

REGULAR FEATURES

ADVERTISING MARKETPLACE	35	EDITORIAL	16	PARTING SHOT	26
ADWHIRL	35	FOR THE RECORD	39	PHOTO REVIEW	19
BACK PAGES	36	FORUM	17	PRESSTIME	8
BRADY	24	GARFIELD/ON THE LOOSE	31	PROMOTIONAL AND DIRECT MARKETING	29
BRADY'S BUNCH	36	LETTERS	18	REGIONAL NEWS	27
CON-SID-ERATIONS	16	MEDIAWORKS	30	T.N.T., THE NEXT TREND	24
CONTRACT SPORTS	25	NAMES IN THE NEWS	21	U.S. NEWSWATCH	4
CORRECTIONS & CLARIFICATIONS	6	NEW PRODUCTS	38	WORDS	26
CURRENTS	22	OBITUARIES	36	WORLD NEWS ROUNDUP	3

OTHER NEWS

Rax Restaurants' marketing approach next week changes from hard soul to soft sell. Tv spots in Rax's midwestern and southeastern marketing territory position the chain as "Fast-food with style." Page 12.

Napoleon McCallum might be free to moonlight with the Los Angeles Raiders from his regular job as a Navy ensign, but it's no go as far as commercial endorsements are concerned. Page 25.

Maybelline has won a preliminary injunction in federal court against competitor Noxell Corp.'s advertising and packaging for Clean Lash mascara. The judge said the advertising was deceptive in claiming that the mascara was waterproof and "laughs at tears." The injunction also named Noxell's agency, SSC&B/Lintas Worldwide. Page 31.

Burton Manning's arrival at the newly renamed Jordan, Manning, Case, Taylor & McGrath created a "brain trust" of Quaker Oats ad alumni the food marketer couldn't resist. Last week, Quaker assigned the New York agency \$20 million worth of business, only 72 hours after hearing a credentials presentation from Mr. Manning. Page 37.

Sharp Electronics Corp., Mahwah, N.J., next month plans to increase its annual ad spending to \$22.5 million, via its agency of two years, Scali, McCabe, Sloves. That is a 12.5% increase from the 1985 budget and more than triple the \$7 million that the Japanese marketer devoted to its first U.S. ad campaign in 1982. Page 38.

SPECIAL REPORT



Corporate America is joining the sports team in ever-growing numbers. Estimates of sports-sponsorship spending range from \$1 billion to \$4 billion. Special Report examines what sports are doing to attract the new participants.

GM triggers new round of finance cuts

By PATRICIA STERNAD

DETROIT—U.S. auto makers moved to clear out 1986 models with promotions of rock-bottom financing incentives.

General Motors Corp. is offering 2.9% annual percentage rate financing, backing it with its largest-ever incentive ad campaign.

Chrysler Corp. responded by undercutting GM, offering 2.4% financing on 24-month loans on most cars and trucks.

At press time Aug. 29, Ford Motor Co. had yet to announce its plans to match its competitors, but Thomas Wagner, vp-general manager of Ford's Lincoln-Mercury division, said, "They [GM] are calling the shots. We'll keep our dealers competitive any way we have to."

"We're out to ignite the market with this sweeping six-week program," said James Vorhes, vp in

charge of the GM customer sales and service staff. "If anyone has been waiting for GM's final close-out of 1986 models, this is it."

Buick dealer Carl Fischer of Troy, Mich., said he sold 29 Buicks the first day of a usual daily average of six or seven. "If anything is going to move the mountain, it's 2.9. But I'm a little concerned over what will happen in October" when the incentive program ends, Mr. Fischer said.

A GM spokesman declined to give ad spending for the campaign, but said, "It's pretty big, certainly the largest concentrated advertising program for any incentive activity in our history. All GM divisions will do their own campaigns with their own agencies tying into the Big one theme, and we expect very heavy local dealer advertising." (Continued on Page 40)

Nike fast-talks walking shoe

By BRIAN LOWRY

Nike Inc. will snap off a series of weighty one-liners in a new print and outdoor campaign for its walking shoes.

Ads in October issues of *People* and *Reader's Digest* will show the company's \$54.95 walking shoe, the EXW, and suggest that consumers "Try one on for thighs," "Make your wife lose her lunch" and "If you love your mother, make her leave home."

Outdoor boards take a similar approach, with bus boards reading "This bus isn't worth the weight" and "Walkers have no guts."

The Beaverton, Ore.-based athletic apparel company also will make its point in an old-fashioned way. Walkers sporting sandwich boards will stroll the streets of New York, San Francisco and Boston beginning Sept. 15. Messages will be tailored to the city, with "Walk Nike" as the punch line on the back of each board.

In Boston, near Harvard University, the board will suggest "Exercise some intelligence." At historic Beacon Hill: "The walkers are coming, the walkers are coming." And on San Francisco's bar-laden Union Street: "Walk it off."

The campaign, created by Wieden & Kennedy, Portland, marks Nike's first general-market push for its walking shoes.†

West Coast news

Tahoe seeks agency

Lake Tahoe Visitors Authority has sent questionnaires to agencies in California and Nevada concerning its estimated \$1 million account. The tourism promotion board, formed July 1 through the merger of the California-based South Lake Tahoe Visitors Bureau and the Nevada-based South Tahoe Marketing Council, will select three to five finalists by Oct. 1. A decision is expected in mid-October. Barbara Klein, former marketing director of Nevada's commission on tourism, is executive director.

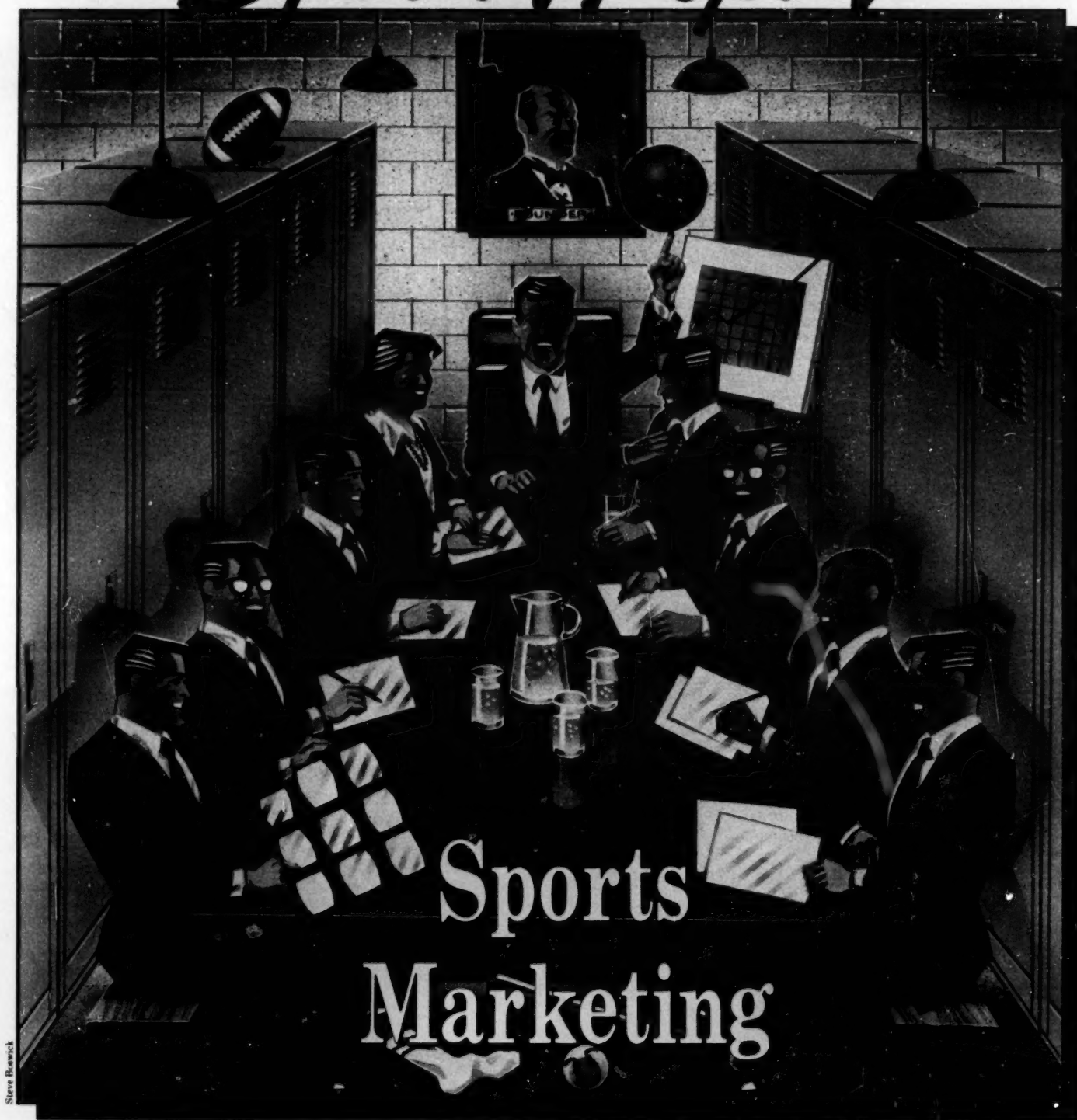
koman International, San Francisco, which shifted its account to DFS Dorland, San Francisco.

Needham Harper Worldwide's Los Angeles office, scheduled to become independent agency Rubin, Postaer & Associates today following the merger of BBDO, Doyle Dane Bernbach and Needham, has pushed back the date to Oct. 1 due to administrative and legal red tape connected with the deal.

Very Incredible Products, Costa Mesa, Cal., breaks tv commercials in Hawaii in late September for Wrinkle Free, an aerosol spray that removes wrinkles from cloth. The schedule includes page ads in national editions of *GQ* and (Continued on Page 44)



Special Report



Sports Marketing

Corporate sponsors join starting lineup

By Ed Fitch

Companies long have been called sweatshops, usually in a not-too-endearing tone by employees. Yet sweat marketing is in, and more boardroom meetings may as well be held in locker rooms as corporate America plays up its involvement in sports sponsorship.

Although reporting supporting statistics is tough—estimates range from \$1 billion to \$4 billion, indicating the field's youth—those involved agree sports sponsorship is booming. They also say the lineup will accommodate many more players.

Despite tremendous growth, says Ray Benton, president, ProServ, a Washington-based sports marketing company, the field is only one-third filled. The growth will be in two arenas: Sponsorship of new sports and creative packaging

and utilization of existing sports.

No sport is so mighty it has been able to ignore the marketing rookie's presence. "The cost of ad time on the Big Three sports is so high advertisers sought other opportunities within

them," says Howard Wishner, president, Wishner Communications, New York.

This demand in part led to the creation of divisions like the National Football League's NFL Properties, which allow advertisers an opportunity to get involved without buying time. "The leagues are happy because they get the dollars, and the corporations are happy because they can associate themselves with the sport without picking up the tab of advertising," he says.

Corporations are interested in going beyond media buys in identifying themselves with sports, says Tom Osenton, associate publisher of Westport, Conn.-based *Sports Marketing News*. They want to extend the value of their sports activity over a longer period of time, he says, "a case of 30 seconds versus two months or two years."

In addition to the association factor, corpora-

(Continued on Page S-21)

Take them out to the ballgame

People attending at least one game in 1985 (millions)

1. Pro baseball	21.0
2. Pro football	9.5
3. College football	9.3
4. College basketball	7.6
5. Pro basketball	6.4
6. Hockey	3.9
7. Boxing	3.6
8. Wrestling	3.6
9. Golf	3.2
10. Tennis	2.5

Source: Simmons Market Research Bureau

NFL scores with national marketing game plan

By Thomas L. Moore

Professional football has sacked its reliance on a conservative marketing game plan. The New York-based National Football League once again is moving the ball, having been forced to punt in 1982 when the players went on strike.

The time to become aggressive couldn't be better. Last season was the NFL's best in terms of attendance, tv ratings and sales, all of which had previously dropped below 1981 levels.

A lot of this had to do with the Chicago Bears. Not only did they deal the New England Patriots the most crushing defeat in Super Bowl history, but the club also racked up 20% of all NFL merchandise sales, vaulting from the No. 8 slot to No. 1 last season. Had the Bear's William "the Refrigerator" Perry been a team, he would have edged out 10 teams in merchandise sales.

The beneficiary was not the Bears, however, but the NFL. The Bears fared no better than the Buffalo Bills because all revenue is kicked into a kitty controlled by NFL Properties, the league's national licensing, marketing and publishing arm. All 28 clubs own an equal share of the company, which controls league funds.

The Bears aren't bothered too much by the arrangement. Considering only six teams have been repeated as Super Bowl champions, winning teams don't gripe too loudly because their fortunes—and sales—eventually will falter.

Thomas L. Moore, a former sports writer, profiled Patrick Ewing's endorsement activities and the sports marketing agency business in last year's Sports Marketing Special Report.

"You can't do all your marketing on your own," says Bill McGrane, the Bears' director-marketing and communications. "The philosophy that runs NFL Properties is no different from the philosophy that runs any team: To keep all of the teams strong."

In 1963, commissioner Pete Rozelle convinced the then 14 NFL team owners to pool their marketing resources. "The beginnings of the company are related to souvenir merchandise and a desire to get quality under control," says Bob Carey, NFLP president.

Mr. Rozelle wanted the clubs to concentrate on football, adds John Bello, exec vp-marketing. "It didn't make sense for clubs to go out and license products. It detracted from their primary purpose."

Mr. Carey says the centralization, which is based on the same concept as pooled tv rights, strengthens the teams. "It's equal sharing, equal investment and equal benefit."

A smaller market team does not suffer at the expense of a franchise in a prime media market, says Bob Eller, director-pr, Indianapolis Colts. "It benefits everybody, otherwise the big markets would dominate."

Rarely plagued by the problem of filling stadium seats, the NFL's move to merchandising was natural. Now 125 licensees manufacture some 350 articles, ranging from t-shirts to helmet-shaped easy chairs.

"When you sell out 92% of all your seats, marketing becomes a lot more than trying to sell tickets," says Rusty Martin, NFL Properties' director-club relations. "Our inventory situation and our ticket situation is totally different from all the other major sports."

Promotional licensing, third-party agreements with major corporations, now accounts for 50% of the NFLP's gross

revenue.

Retail licensing racks up 33%, and publications pick up the remaining 17%. The retail and promotional licensing segments each account for 45% of operating profit; publishing garners 10%.

"Our business is expanding from the exclusive use of trademarks on actual

Football bowls them over

Average % of total households



Source: A.C. Nielsen Television Index, 1985

products to the use of trademarks by big companies in sweepstakes, promotions and contests," Mr. Carey says. "That still fits our mandate."

More companies are shifting ad budgets into promotions, he says, triggering a lot of competition for dollars. "You're easily forgotten if you're not visible."

NFLP is tackling promotional involvement through a concept called "power marketing," Mr. Bello says. "The marketing structure in the NFL is national in scope and local in impact," designed to help companies meet any marketing objective.

In addition to the heavyweight marketing efforts, companies have sound reasons to line up with the NFL. A 1985 Louis Harris Survey reported 70% of adult men and 49% percent of adult women follow NFL action, eclipsing all other sports.

NFL games carry airwave clout as well, pulling the highest ratings for sporting events among all age segments, including teens and children, according to the 1985 Nielsen Television Index. More than 30 million households tune in to at least one NFL game weekly. "Monday Night Football," with a 19.7 rating last season, outscored the average prime time show.

To capitalize on this market dominance, NFLP targeted and filled 20 product and service categories, such as airlines and auto and food marketers, for promotional agreements. "Food companies tend to spend most promotionally," but product managers view football as male dominated and their products as women oriented, Mr. Bello says.

The league developed "Fun, Food and Football," a 24-page free-standing insert, "to bridge the gap between football and the female."

The annual food-oriented promotion—the biggest themed fsi, he says—penetrates 40 million households and carried a sweepstakes promotion last fall that netted average response levels of at least 6%, more than triple the norm. Accord-

ing to a Parade Starch Analysis, 92% of readers noted the section, and individual ads pulled readership scores as high as 62%; the average is 43%.

Deals like the inserts and sponsored activities allow a company to attach its name to a high image sport without the "high dollar ad money," says Alan Markow, director-communications planning for Phoenix-based GTE Telephone Operations. NFL marketing also offers sponsors access to league speakers, sales force incentives, including trips to games and visits to training camps.

Jim Millman, president of New York-based Omnicom's sports marketing subsidiary, Millsport, says NFL Properties' success rests on it providing one-stop shopping. "Once you reach an agreement with NFL Properties, they can deliver the promotional value and services on behalf of all 28 teams. We make the decision to work with the local clubs at the local levels where it makes sense."

This helps take the sting out of sharing the burden with less profitable teams. "Obviously, when you have a good year, you can't reap a lot of cash benefit from it," the Bears' Mr. McGrane says. "But we have more latitude with in-stadium programs."

Some teams think they could make more money marketing themselves, Mr. Carey says. "But when you sit down and talk with them, they realize it doesn't work that way."

The NFLP brings a lot to the party, Mr. Bello says. "We put a big accent on taking a national client and having him do things at the local level."

"We couldn't come anywhere near locally what they can do for us nationally," says Bill Harpole, marketing director for the Denver Broncos. The best marketing tool is a great team, he says, "but you can't control that."

To protect against soft times, the Broncos wrap 70 local pages—65% of which are ads—around "Game Day," the national program put together by NFLP and distributed to the teams at no expense. In addition, the Broncos are offering six in-stadium corporate-sponsored promotions.

Despite having sold out the 60,000-seat Hoosier Dome, the Colts also are pursuing corporate promotions. "Our marketing objectives are to defray the cost of our

(Continued on Page S-4)

McMahon passes up some offers

Chicago Bears quarterback Jim McMahon proved one point in the Super Bowl. He can play football like a man possessed.

Mr. McMahon also demonstrated he can garner an epic amount of media attention and do a superb job of imitating corporate signage. His pregame antics dimmed the Refrigerator's light in terms of media coverage, and his changing headbands during the game drew more comments than did the play of the New England Patriots.

But media skeptics wondered if his stunts would endear him to advertisers. Corporations obviously are not as thin-skinned as the skeptics.

"We've had a ton of offers since the Super Bowl from a wide cross-section of companies," says Steve Zucker, head of Stephen Wade Zucker Ltd., Mr. McMahon's Skokie, Ill.-based agent. "But we're going real slow."

Messrs. Zucker and McMahon will limit the scrambler's advertising endorsements to three this year. Two down, one to go. In addition to the spot he did for American Honda Motor Co.'s motorcycle division, in early August Mr. McMahon agreed to star in a spot for Taco Bell, which will appear early this month. "We'd already turned down two other fast food companies," Mr. Zucker says.

Mr. McMahon will endorse only products he uses, and "he's a Taco Bell freak so it was a natural," he says. "He's immensely loyal to the companies he

contracts with." Mr. McMahon's well-publicized arrival at training camp on a Honda was not staged, only an extension of his affinity for the product, Mr. Zucker says.

What is carefully groomed is Mr. McMahon's image in ads. All story-



Honda is one of the few advertisers graced with Jim McMahon's nod.

boards must be approved to make sure they don't portray the star as "too radical. It's not Jim. Sure he's his own man, but he's not the lunatic some people would take him for," Mr. Zucker says. His self-assuredness and the fact that he's not motivated by money make him a very credible spokesperson, he says.

Limiting his endorsements also makes him attractive to agencies looking for a strong tie between product and sports figure.

"We're trying to be low key," Mr. Zucker says, "as low key as you can be with Jim."

—Ed Fitch

Fans sweet on sweetness



Familiarity/popularity quotients* for sports figures

1. Walter Payton	32
2. Larry Bird	30
3. Julius Erving	25
Dwight Gooden	25
5. Michael Jordan	24
Jack Nicklaus	24
7. Magic Johnson	23
8. Mary Lou Retton	21
Pete Rose	21
George Brett	21
Jim McMahon	21

*Per cent of sample rating player "one of my favorites" divided by per cent of people familiar with player. Norm is 16.
Source: Marketing Evaluations, May, 1986